



CASE STUDY

Urbane Cafe

How Urbane Cafe earned industry-leading cart conversion and retention while reducing promotional discounts.

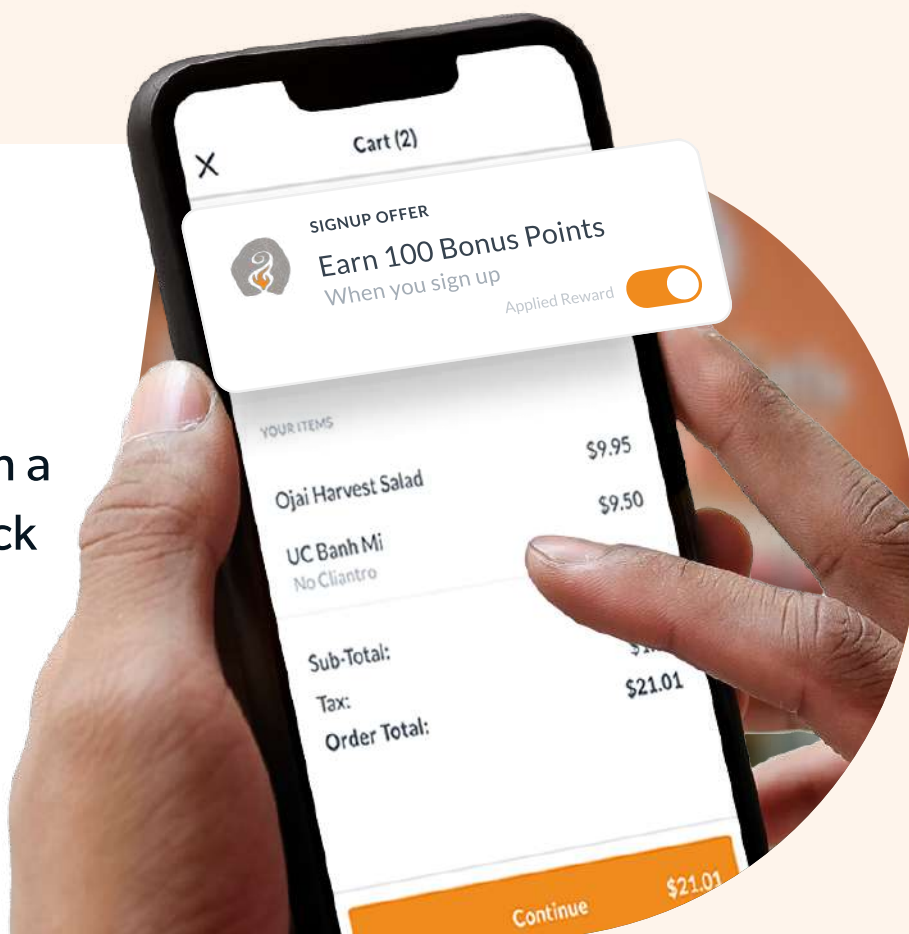
Industry:
Fast Casual

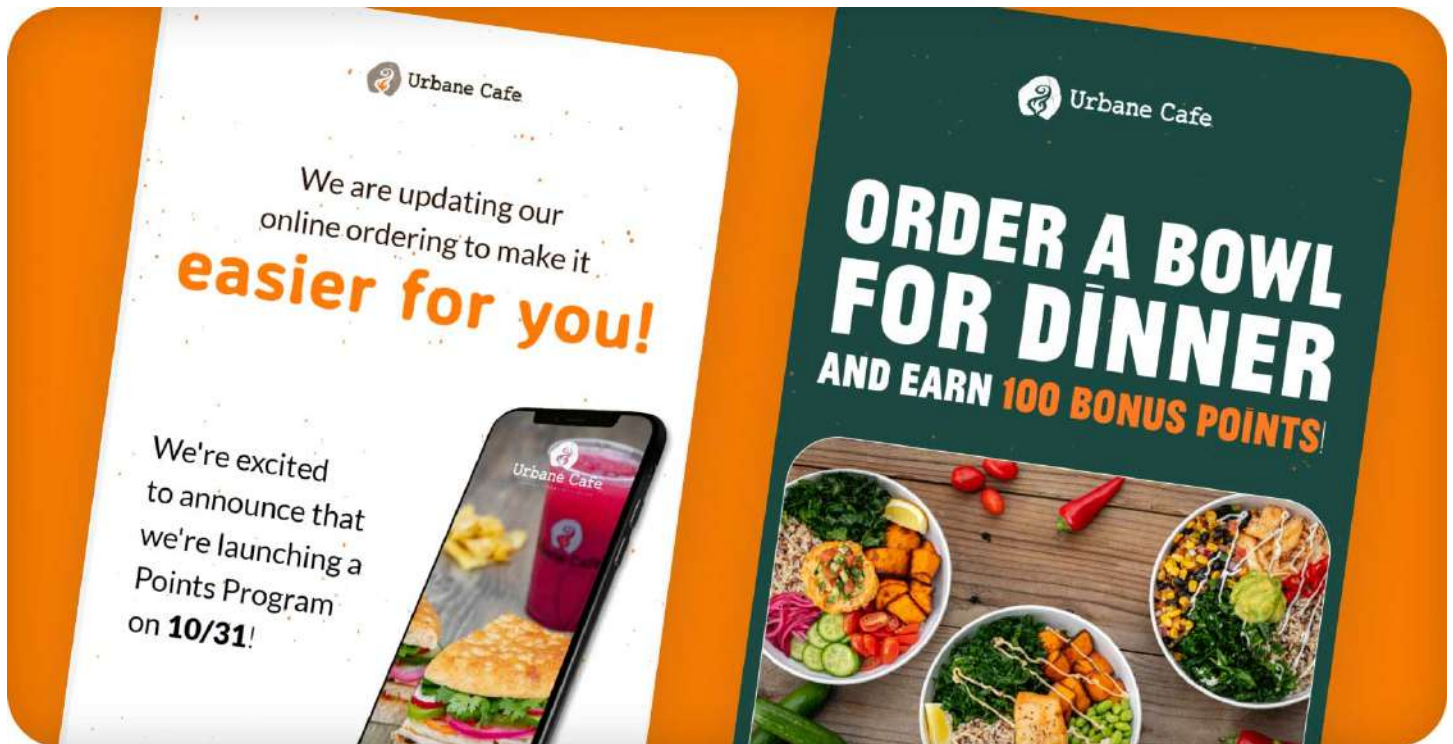
Locations:
25

Launched with Thanx:
June 2020

“With Thanx, we’ve seen tremendous growth to our loyalty program. We’ve seen a lot more people coming back and utilizing non-discount rewards.”

Caprice Kindgren, Director of Marketing
Urbane Cafe





Urbane Cafe is a 25 location fast-casual destination spanning the West Coast. Urbane specializes in healthy and delicious sandwiches, salads and bowls that are made from scratch on their hearth baked focaccia bread. They pride themselves on having local sourced ingredients that are delivered daily and prepped on site.

The Challenge

Like most brands during and post-COVID, Urbane Cafe saw incredible growth of their digital ordering channels. However, the brand's previous loyalty program, LevelUp, was not integrated with their online ordering. Users had to create and manage separate accounts in both systems which was confusing and cumbersome. Worst of all, online guests were not directed or incentivized to enroll into the loyalty program. As a result, Urbane Cafe was missing out on a critical enrollment opportunity as well as the opportunity to capture online purchase data about their guests. The Urbane team needed a loyalty and marketing engine that worked more closely with their ordering system and provided actionable metrics to drive business goals, beyond basic metrics like opens and clicks on emails.

Results

Since launching with Thanx's CRM Integrated online ordering:



96%

cart conversion rate



93%

average 180 day retention rate



1.4%

effective discount rate



+\$2

increase in digital check average

The Approach

With the majority of purchases coming through digital, Urbane Cafe knew they needed to optimize their direct off-premise ordering channels to grow incremental sales while capturing valuable guest data. And since the brand knew that their guests valued their premium offerings, it was important to eliminate the reliance on discounts to drive engagement and digital sales. Wanting to offer a more personalized and engaging approach, Urbane Cafe sought a solution that could deliver a sophisticated points program with a variety of perks for guests to choose from that could be updated at any time. In addition, Urbane Cafe's marketing team wanted an easy-to-use platform that supported data-driven marketing capabilities including A/B testing, customer lifecycle reporting, and incremental campaign revenue reporting.

The Solution

Since moving off of LevelUp, Urbane Cafe has upgraded their online ordering front-end to Thanx's mobile app and web-based loyalty-integrated ordering experiences and launched a sophisticated points-based rewards program. Moving to Thanx also gave Urbane Cafe access to Thanx's best-in-class points-based loyalty engine, data-driven marketing automation tools, powerful reporting metrics, and non-discount reward innovations.

"We chose Thanx so that our ordering experience on web would mirror the app, creating a seamless experience for guests. We also wanted more loyalty sign ups, which Thanx's web ordering has significantly increased."

Digital ordering experiences optimized for data capture

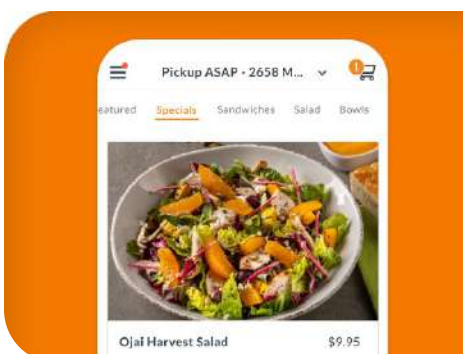
As soon as Urbane Cafe launched Thanx's front-end ordering experience, the brand saw an immediate surge in CRM enrollment. Urbane Cafe guests are now automatically enrolled into loyalty through their digital purchases. In addition, because Thanx is designed to remove friction with features like one-click reordering, persistent login, and "password-less" authentication, all subsequent repurchases can be made in 1 to 2 clicks without the need to reenter information to log back into loyalty.

"Most of our sales are digital but it's giving us a better picture of on premise guests as well."

Caprice Kindgren, Director of Marketing

Through Thanx's front-end online ordering experiences, Urbane Cafe also gained better purchase tracking for in-store guests. With proprietary credit-card linked loyalty, digital guests who visit their neighborhood Urbane Cafe location and pay on-premises have their purchases automatically tracked through the Thanx platform. This gives Urbane Cafe a more complete picture of their guests' behaviors so the brand can ensure all communications are better personalized to each guest.

"The best thing is that we can see more data on our active users, understand their frequency, and get a deeper view of our guests."



Specials

- Sandwiches
- Salad
- Bowls
- Soups
- Kids' cafe
- Extras
- Take home

Specials



Ojai Harvest Salad

\$9.95



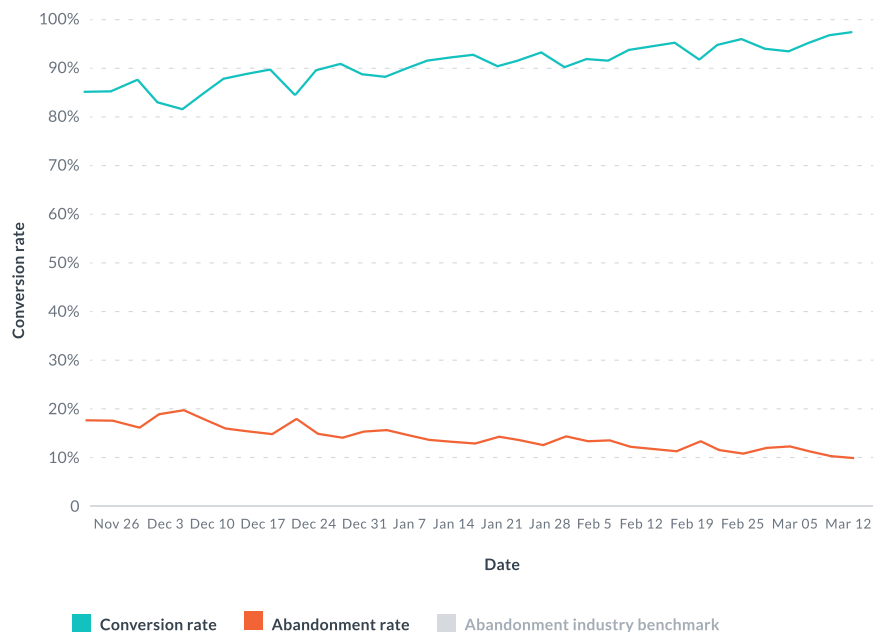
UC Banh Mi

\$9.50

Purpose-built ordering UX with industry-leading cart conversion

Thanx's approach to creating a thoughtful and frictionless digital ordering experience yields massive benefits in cart conversion. Urbane Cafe cut cart abandonment in half and earned a **96% cart conversion rate** with Thanx's front-end ordering experiences for app and web that integrate directly with Olo digital ordering.

Cart Conversion vs Abandonment



Flexible loyalty and powerful reporting

Prior to using Thanx, Urbane Cafe offered a basic generic rewards program that didn't reflect the unique aspects guests loved about their brand. With a dynamic, made-from-scratch menu and commitment to locally sourced premium ingredients, Urbane Cafe needed a loyalty program that could change easily and as often as their menu and guest engagement strategy required.

With the launch of their new Thanx-powered points program, Urbane Cafe now offers a brand-distinct rewards program. They can easily iterate and refine program strategy as the brand tests and gathers data on guest preferences.

With Thanx's self-service loyalty engine, the Urbane Team can add or remove items from their Rewards Marketplace and update redemption value as needed, both autonomously and instantly.

Thanx's content management system (CMS) offers more agility and control over the UX design to Urbane Cafe's marketing team. Visual or messaging changes can be made effortlessly directly from the Thanx dashboard and update on all digital consumer touch points in real time.

"We update our menu frequently so we love that we can quickly and easily add new items like cookies as perks to our rewards marketplace. It is super user friendly."

Directly within the Thanx dashboard, Urbane Cafe can now measure the impact of their loyalty program on key performance metrics such as retention rate, the percent of activated guests who return over time, and effective discount rate, how efficiently promotions are driving profitable guest change. Because of how easy it is to update rewards through the Marketplace, they earned a 90% guest retention rate by keeping the program fresh while driving their effective discount rate down to below 1.5% by leveraging non-discount rewards!

Easy A/B Testing to save \$\$\$

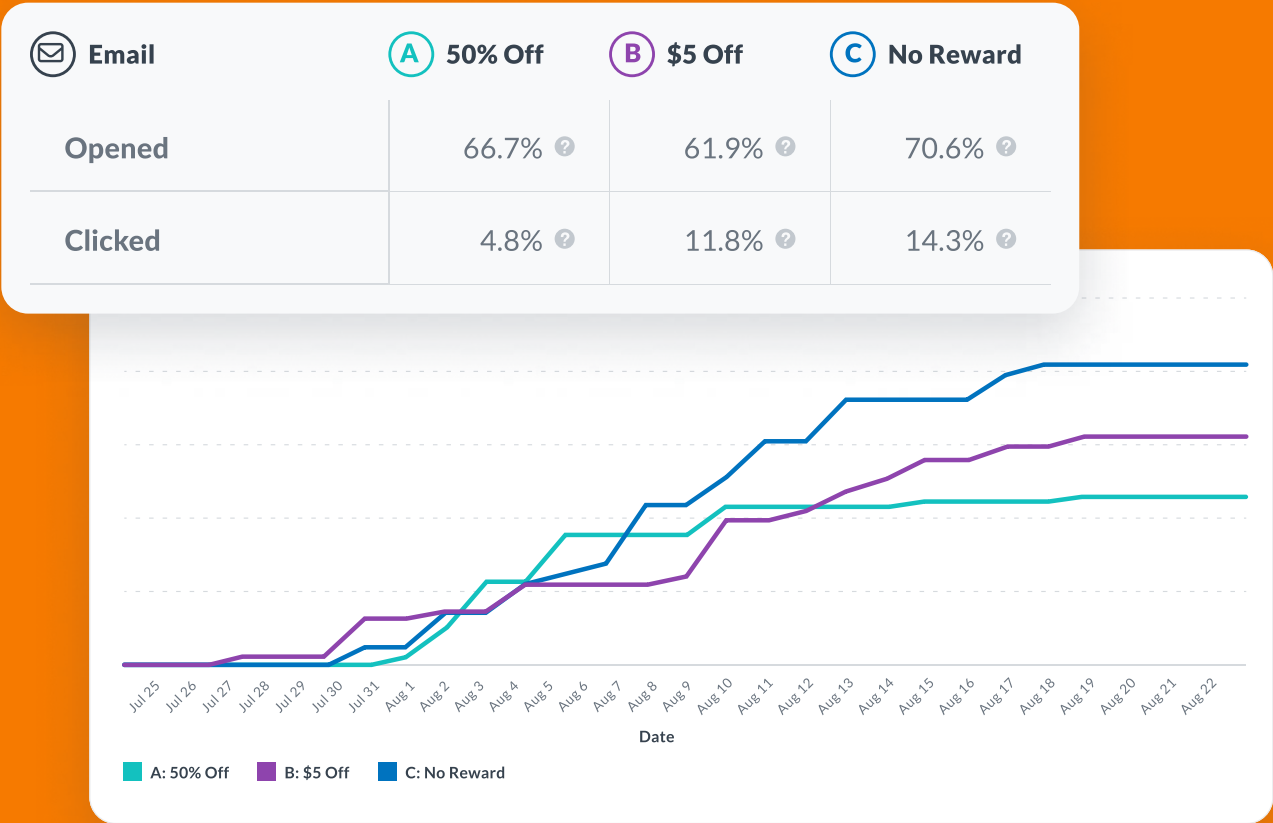
“We’ve A/B tested awarding bonus points versus other incentives in exchange for customer feedback and we’ve seen great results and even more engagement.”

As a growing brand always striving to innovate while improving operational efficiency, the Urbane Cafe team saw the value in being able to A/B test nearly all of their guest communications with Thanx. It is key that the brand could understand the incrementally of their marketing initiatives so the ability to A/B test campaigns launched with Thanx is a huge benefit. In a campaign designed to gather feedback on new menu items, Urbane Cafe ran several A/B/C tests to uncover if discounts like \$5 or \$10 off performed better than bonus points or no discount at all to drive engagement.

Urbane Cafe’s marketing team could quickly analyze the test results to see the winning variant but also dig deeper into performance. Thanx’s A/B testing attributed important metrics like net revenue to each variable but also key engagement metrics and guest sentiment. This was critical for the Urbane team in feedback campaigns where they were looking for feedback survey engagement as a primary success metric, not just revenue attributed to the message recipients.

At the test’s conclusion, the team learned that they did not need to offer a discount to drive engagement on the survey. In fact, guests who received no discount also went on to spend the most in cumulative revenue. With the winner clear, the Urbane team quickly sent the variant to the desired segment of guests in one click.

With A/B Testing, Urbane Cafe saves substantially on unneeded discounts attached to promotional campaigns, reducing their overall effective discount rate.



Conclusion

Launching Thanx's loyalty-integrated front-end ordering experiences yielded massive benefits for Urbane Cafe's marketing team. Loyalty adoption grew thanks to the frictionless automatic enrollment. The easy-to-use and intuitive ordering flow drives a measuring increase in digital revenue while earning an industry-eclipsing 96% cart conversion rate.

Thanx's best-in-class loyalty platform with innovations like the Rewards Marketplace enables the Urbane team to quickly adjust the rewards offered. The powerful reporting capabilities within the Thanx dashboard allow the team to measure and improve critical metrics like retention and effective discount rate. Additionally, data-driven tools including Thanx's one-click A/B testing allow the Urbane team to test endless combinations of variables while optimizing their marketing communications and decreasing promotional spend on discounts.



Want to increase your cart conversion with Thanx's industry-leading digital ordering experiences?

Talk to the loyalty experts at Thanx.

[Schedule a demo](#)

